

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 401 Issue 7



WSPA-TV

250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 22615	Campaign Ref: E:120703020
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: McCrory 4 NC Gov	Booking Group: WSPA	Key Market: Greenville Spartanburg Asheville
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/22	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	05	150	30 Comme	Nbr of Spots	1	1	150
2	M-F 4-5p Judge Judy ...F..	04	225	30 Comme	Nbr of Spots	1	1	225
3	M-F 1135p ET / 1035p CT Late Show M.....	06	125	30 Comme	Nbr of Spots	1	1	125
4	M-F 3p ET / 2p CT Let's Make A Deal M.....	05	120	30 Comme	Nbr of Spots	1	1	120
5	M-F 4-5p Judge Judy M.....	04	80	30 Comme	Nbr of Spots	1	1	80
6	M-F 9a Dr Phil M.....	05	100	30 Comme	Nbr of Spots	1	1	100
7	Sat 10p ET / 9p CT 48 HoursS.	06	600	30 Comme	Nbr of Spots	1	1	600
8	Sat 8-9p	06	400	30 Comme	Nbr of Spots	1	1	400
Weekly Totals: Total Spots(Ord Spots)						76	76	
Closed PR						2	2	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 401 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 22615	Campaign Ref: E:120703020
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
9S. Sat 9-10pS.	06		30 Comme	Nbr of Spots		
10	M-F 1135p ET / 1035p CT Late Show ...T...	06	125	30 Comme	Nbr of Spots	1	125
11	M-F 3p ET / 2p CT Let's Make A Deal ...T...	05	120	30 Comme	Nbr of Spots	1	120
12	M-F 4-5p Judge Judy ...T...	04	80	30 Comme	Nbr of Spots	1	80
14	M-F 1135p ET / 1035p CT Late Show ...T...	06	125	30 Comme	Nbr of Spots	1	125
15	M-F 3p ET / 2p CT Let's Make A Deal ...T...	05	120	30 Comme	Nbr of Spots	1	120
16	M-F 4-5p Judge Judy ...T...	04	80	30 Comme	Nbr of Spots	1	80
17	Wed 10p ET / 9p CT CSI ..W....	06	1100	30 Comme	Nbr of Spots	1	1100
18	M-F 3p ET / 2p CT Let's Make A Deal ..W....	05	120	30 Comme	Nbr of Spots	1	120
19	M-F 4-5p Judge Judy ..W....	04	80	30 Comme	Nbr of Spots	1	80
Weekly Totals: Total Spots(Ord Spots)					76	76	
Closed PR					2	2	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 401 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	22615	Campaign Ref:	E:120703020
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C22C28	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/22/12 to 10/28/12	Weeks:	1	Order Ref:	06217681
Est./PO Number:	06217681	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
20	M-F 9a Dr Phil ..W....	05	100	30 Comme	Nbr of Spots	1	100
21	Tue 10p ET / 9p CT Vegas .T.....	05	900	30 Comme	Nbr of Spots	1	900
22	Fri 10p ET / 9p CT Blue BloodsF..	05	1200	30 Comme	Nbr of Spots	1	1200
23	M-F 1135p ET / 1035p CT Late ShowF..	06	170	30 Comme	Nbr of Spots	1	170
24	M-F 1230-2p ET CBS SoapsF..	12	260	30 Comme	Nbr of Spots	1	260
25	M-F 5a NewsF..	04	60	30 Comme	Nbr of Spots	1	60
26	M-F 530a NewsF..	04	140	30 Comme	Nbr of Spots	1	140
27	M-F 6a NewsF..	04	250	30 Comme	Nbr of Spots	1	250
28	M-F 730p Scene On 7F..	06	250	30 Comme	Nbr of Spots	1	250
29	M-F 8a CBS This MorningF..	05	110	30 Comme	Nbr of Spots	1	110
Weekly Totals: Total Spots(Ord Spots)					76	76	
Closed PR					2	2	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 401 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 22615	Campaign Ref: E:120703020
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
30	M-F 9a Dr Phil ...F..	05	150	30 Comme	Nbr of Spots	1	150
31	Fri 9p ET / 8p CT Made In Jersey ...F..	05		30 Comme	Nbr of Spots		
32	M-F 1230-2p ET CBS Soaps M.....	12	140	30 Comme	Nbr of Spots	1	140
33	M-F 5a News M.....	04	50	30 Comme	Nbr of Spots	1	50
34	M-F 530a News M.....	04	60	30 Comme	Nbr of Spots	1	60
35	M-F 6a News M.....	04	160	30 Comme	Nbr of Spots	1	160
36	M-F 730p Scene On 7 M.....	06	175	30 Comme	Nbr of Spots	1	175
37	M-F 8a CBS This Morning M.....	05	60	30 Comme	Nbr of Spots	1	60
38	Sat 6a NewsS.	06	50	30 Comme	Nbr of Spots	2	100
39	Sat 7p NewsS.	05	150	30 Comme	Nbr of Spots	1	150
Weekly Totals: Total Spots(Ord Spots)					76	76	
Closed PR					2	2	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 401 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-0698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 22615	Campaign Ref: E:120703020
Buyer: ..	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
40	Sun 1030a ET / 830a CT Face The NationS	05	275	30 Comme	Nbr of Spots	1	275
41	Sun 1135p Criminal MindsS	04	125	30 Comme	Nbr of Spots	1	125
42	Sun 6a NewsS	06	50	30 Comme	Nbr of Spots	1	50
43	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	275	30 Comme	Nbr of Spots	2	550
44	M-F 5a News ...T...	04	50	30 Comme	Nbr of Spots	1	50
45	M-F 530a News ...T...	04	60	30 Comme	Nbr of Spots	1	60
46	M-F 6a News ...T...	04	160	30 Comme	Nbr of Spots	1	160
47	M-F 730p Scene On 7 ...T...	06	175	30 Comme	Nbr of Spots	1	175
48	M-F 8a CBS This Morning ...T...	05	60	30 Comme	Nbr of Spots	1	60
49	M-F 9a Dr PhilS	05	100	30 Comme	Nbr of Spots	1	100
Weekly Totals: Total Spots(Ord Spots)					76	76	
Closed PR					2	2	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 401 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 22615	Campaign Ref: E:120703020
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
50	M-F 5a News .T.....	04	50	30 Comme	Nbr of Spots	1	50
51	M-F 530a News .T.....	04	60	30 Comme	Nbr of Spots	1	60
52	M-F 6a News .T.....	04	160	30 Comme	Nbr of Spots	1	160
53	M-F 730p Scene On 7 .T.....	06	175	30 Comme	Nbr of Spots	1	175
54	M-F 8a CBS This Morning .T.....	05	60	30 Comme	Nbr of Spots	1	60
55	Tue 8p ET / 7p CT NCIS .T.....	04	1900	30 Comme	Nbr of Spots	1	1900
56	M-F 9a Dr Phil .T.....	05	100	30 Comme	Nbr of Spots	1	100
57	Tue 9p ET / 8p CT NCIS Los Angeles .T.....	05	1500	30 Comme	Nbr of Spots	1	1500
58	M-F 1135p ET / 1035p CT Late Show ..W....	06	125	30 Comme	Nbr of Spots	1	125
59	M-F 1230-2p ET CBS Soaps ..W....	12	140	30 Comme	Nbr of Spots	1	140
Weekly Totals: Total Spots(Ord Spots)					76	76	
Closed PR					2	2	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 401 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 22615	Campaign Ref: E:120703020
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
60	M-F 5a News ..W....	04	50	30 Comme	Nbr of Spots	1	50
61	M-F 530a News ..W....	04	60	30 Comme	Nbr of Spots	1	60
62	M-F 6a News ..W....	04	160	30 Comme	Nbr of Spots	1	160
63	M-F 730p Scene On 7 ..W....	06	175	30 Comme	Nbr of Spots	1	175
64	M-F 8a CBS This Morning ..W....	05	60	30 Comme	Nbr of Spots	1	60
65	Sat 9-10pS.	06	400	30 Comme	Nbr of Spots	1	400
66	Fri 9p ET / 8p CT CSI NYF..	05	900	30 Comme	Nbr of Spots	1	900
67	M-F 8a CBS This Morning MTWTF..	05	110	30 Comme	Nbr of Spots	1	110
69	Wed 9p ET / 8p CT Criminal Minds ..W....	05	1250	30 Comme	Nbr of Spots	1	1250
70	M-F 8a CBS This Morning ...F..	05	110	30 Comme	Nbr of Spots	1	110
Weekly Totals: Total Spots(Ord Spots)					76	76	
Closed PR					2	2	

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 401 Issue 7



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Copy

Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 22615	Campaign Ref: E:120703020
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C22C28	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 10/28/12	Weeks: 1	Order Ref: 06217681
Est./PO Number: 06217681	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	Total	Cost
71	Sun 7p ET / 6p CT 60 MinutesS	04	1500	30 Comme	Nbr of Spots	1	1500
72	Sat CBS NCAA FootballS	04	1000	30 Comme	Nbr of Spots	1	1000
73	Sun 1p ET / 12p CT NFL On CBSS	04	750	30 Comme	Nbr of Spots	1	750
74	Fri 8p ET / 7p CT NCIS ...F..	05	800	30 Comme	Nbr of Spots	1	800
75	Sat CBS NCAA FootballS	04	1000	30 Comme	Nbr of Spots	1	1000
Weekly Totals: Total Spots(Ord Spots)					76	76	
Closed PR					2	2	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
9	Sat 9-10p	:30 Commercial	10/22/12	Closed Pre Emption	400.00	65 (10/27)	0000180476	
31	Fri 9p ET / 8p CT Made in Jersey	:30 Commercial	10/22/12	Closed Pre Emption	900.00	66 (10/26)	0000181393	

Grand Totals

					Month 10 Weeks: 4			
					10/22			
Totals					76			

		Month 10 Weeks: 4
		10/22
Totals	22815	22615
Cost		

Grand Totals:

Spots:	76
Gross Total:	22,615.00
Commission:	3,392.25
Net Total:	19,222.75